

# Farhan Saleem

British Airways Customer Reviews Analysis

# INTRODUCTION

To analyze the customer experience of traveling with British Airways, we focus on evaluating the comfort and convenience provided by the airline.

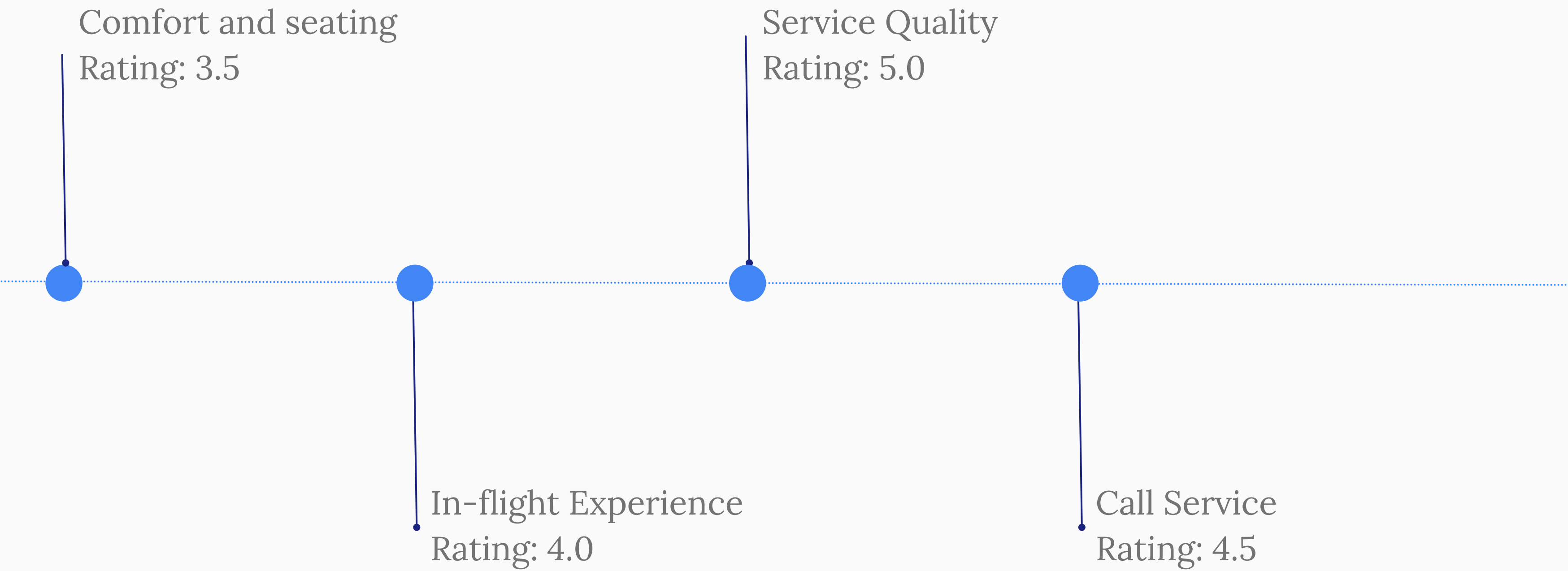
This involves assessing aspects such as the seating arrangement, in-flight ambiance, and the quality of service offered by the crew. By examining customer reviews and ratings, we can identify the airline's strengths and pinpoint areas needing improvement like comfort and seating, in-flight experience, service quality, areas for improvement.

# OBJECTIVES

- Collection of customer reviews from multiple platforms (e.g., Trustpilot, Google Reviews, social media).
- Categorization of reviews into various aspects such as customer service, in-flight experience, punctuality, and value for money.
- To provide actionable insights for British Airways to enhance customer experience.
- To identify common customer pain points and areas of excellence.

# Data Scraping of some services

- Comfort seating
- In-flight experience
- Service quality
- Call service



# Data scraping through python

```
import requests
from bs4 import BeautifulSoup
import pandas as pd
```

```
: base_url = "https://www.airlinequality.com/airline-reviews/british-airways"
  pages = 10
  page_size = 100

  reviews = []

  # for i in range(1, pages + 1):
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      print(f"Scraping page {i}")

      # Create URL to collect links from paginated data
      url = f"{base_url}/page/{i}/?sortBy=post_date%3ADesc&pagesize={page_size}"

      # Collect HTML data from this page
      response = requests.get(url)

      # Parse content
      content = response.content
      parsed_content = BeautifulSoup(content, 'html.parser')
      for para in parsed_content.find_all("div", {"class": "text_content"}):
          reviews.append(para.get_text())

      print(f"    ---> {len(reviews)} total reviews")
```

```
Scraping page 1
  ---> 100 total reviews
Scraping page 2
  ---> 200 total reviews
Scraping page 3
  ---> 300 total reviews
Scraping page 4
  ---> 400 total reviews
Scraping page 5
  ---> 500 total reviews
Scraping page 6
  ---> 600 total reviews
Scraping page 7
  ---> 700 total reviews
Scraping page 8
  ---> 800 total reviews
Scraping page 9
  ---> 900 total reviews
Scraping page 10
  ---> 1000 total reviews
```

```
df = pd.DataFrame()
df["reviews"] = reviews
df.head()
```

	reviews
0	Not Verified   Had to cancel my flight month...
1	✓ Trip Verified   Flight cancelled with no rea...
2	✓ Trip Verified   This is a route I fly regula...
3	✓ Trip Verified   While BA may have made some...
4	✓ Trip Verified   British Airways new Club Sui...

```
df.to_csv("C:/Users/snehitha/OneDrive/Documents/ba airways/baairways.txt")
```

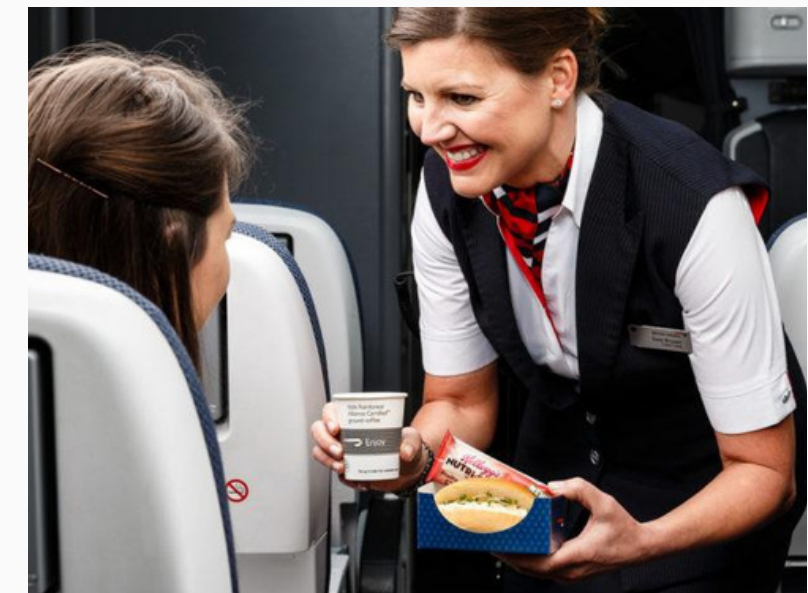


# Areas to work by analyzing customer reviews

1. **Communication and navigation information** to the customers have to be highly increased as customers are facing a lot of problems by services given by airlines mainly in connecting flights.
2. Complaint about **old business class seatings**.
3. **Economy class facilities must be increased** as very low ratings is given over all services like legroom, seat comfort, staff service, food and beverages, inflight entertainment, etc.
4. For business class **ground service rating is low**.

# Areas of Improvement

- Identifying recurring themes in negative reviews, such as discomfort in economy class, delays, or poor customer service.
- Providing targeted recommendations to address these issues, such as upgrading seats, enhancing crew training, or improving in-flight amenities.



# Conclusion

1. By acting on these insights, British Airways can enhance the travel experience for passengers, leading to increased customer satisfaction and loyalty. This, in turn, can result in higher profitability and a stronger competitive position in the airline industry.

2. By continuously improving and adapting based on customer feedback, British Airways can attract more passengers, increase market share, and maintain its reputation as a preferred airline for travelers seeking comfort and excellent service.